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ABSTRACT OF THE DISCLOSURE

A numeric Internet Protocol directory or register is associated with each of a plurality of registered domain names on the Internet, so that any number of competitors, related goods and service providers or any other legitimate name owners be they family, trademark holders or registered companies can list in the associated directory or register under any of a plurality of top level domain names, descriptive names or any names of their choosing. The numeric Internet Protocol directory or register can also be a multi tiered structure based upon names independent of conventional domain names.